



SMOKING AMONG CANCER PATIENTS A TRICKY PROBLEM

New national guidelines are released so doctors can help more patients quit

*The Ohio State University Comprehensive Cancer Center -
James Cancer Hospital & Solove Research Institute*

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SUGGESTED TEASE	DOCTORS HAVE BEEN URGING USERS OF TOBACCO TO QUIT FOR DECADES, BUT NOW THEY'RE TURNING THEIR ATTENTION TO A UNIQUE GROUP YOU AND PROVIDING EVEN MORE SUPPORT. DETAILS NEXT IN HEALTH NEWS.
ANCHOR LEAD	<p>MOST PEOPLE KNOW SMOKING CAN BE HAZARDOUS TO YOUR HEALTH – IT INCREASES YOUR RISK FOR CANCER, HEART DISEASE AND OTHER SERIOUS ILLNESSES. BUT KICKING THE HABIT IS OFTEN EASIER SAID THAN DONE.</p> <p>IT MIGHT SURPRISE YOU TO KNOW THAT A CONSIDERABLE NUMBER OF PEOPLE WHO ARE DIAGNOSED WITH CANCER ACTUALLY <i>CONTINUE</i> TO SMOKE. SCIENCE HAS SHOWN THAT SMOKERS WITH CANCER HAVE A HIGH-LEVEL OF NICOTINE DEPENDENCY</p> <p>AND NOW, AS CLARK POWELL SHOWS US, DOCTORS ARE REDOUBLING THEIR EFFORTS TO HELP THEM KICK THE HABIT LONG TERM.</p>
	(Nats - Lighting up cigarette) :02
CG: Courtesy: Ohio State's James Cancer Hospital & Solove Research Institute Man lighting and smoking cigarette	IT'S AN ADDICTION SO POWERFUL, THAT EVEN THOUGH CIGARETTES MAY CONTRIBUTE TO A PATIENT'S CANCER, IT'S THE ONE HABIT MANY ARE UNABLE TO GIVE UP. NATIONALLY, IT'S ESTIMATED AS MANY AS ONE IN THREE CANCER PATIENTS SMOKE - IN SOME GROUPS, THE NUMBERS ARE EVEN HIGHER. :14
	"Smoking among cancer patients is a huge issue." :02 / :16
CG: Dr. Peter Shields Ohio State's James Cancer Hospital & Solove Research Institute	"The number of people who smoke among cancer patients is going to be higher than the general population. My lung cancer patients, probably fifty percent of them are active smokers." :08/:24
Leave up Dr. Shields shot / exterior of James Shot of nurse walking in/exam shots	SO DOCTOR PETER SHIELDS, OF OHIO STATE'S JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, HELPED TO WRITE NEW, NATIONAL GUIDELINES. HE LED A TEAM OF 26 TOP EXPERTS FROM NATIONAL

<p>Shot of nurse holding gum</p> <p>Low angle - opening brochure</p> <p>Nurse sitting down at computer</p> <p>Shots of chemo</p> <p>Shot of hand with IV</p>	<p>COMPREHENSIVE CANCER NETWORK INSTITUTIONS TO SET STANDARDS FOR THE TREATMENT AND SUPPORT OF PATIENTS WHO SMOKE.</p> <p>THE GUIDELINES CALL FOR DOCTORS TO STEP UP THE USE OF MEDICATIONS AND REPLACEMENT PRODUCTS IN CANCER PATIENTS.</p> <p>OFFER MORE INTENSIVE ONE-ON-ONE COUNSELLING - AND KEEP MUCH MORE DETAILED RECORDS ABOUT THE CANCER PATIENT'S SMOKING STATUS AND THEIR ATTEMPTS TO QUIT IN THEIR MEDICAL FILE.</p> <p>THAT INFORMATION IS CRUCIAL BECAUSE SMOKING CAN NOT ONLY IMPACT CANCER TREATMENT EFFECTIVENESS, BUT CAN PUT PATIENTS AT GREATER RISK OF RELAPSE OR ADDITIONAL CANCERS. :39 / 1:03</p>
<p>Dr. Shields (CG'd earlier)</p>	<p>"They've proven they can get a cancer once, they continue smoking, they're just going to get that additional cumulative genetic damage. They're at a much greater rate of what we call a secondary cancer." :10 / 1:13</p>
<p>Shots of nurse counselling patient</p> <p>Shot of woman smoking</p> <p>Putting cigarette out in ashtray</p>	<p>BUT WITH NEW GUIDELINES IN PLACE, DOCTORS HOPE TO MORE EFFECTIVELY TREAT CANCER THE FIRST TIME BY MAKING SURE PATIENTS HAVE SMOKE FOR THE LAST TIME. AT OHIO STATE'S JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS CLARK POWELL REPORTING. :13 / 1:26</p>
<p>ANCHOR TAG</p>	<p>THE GUIDELINES WERE PRESENTED AT THE ANNUAL MEETING OF THE NATIONAL COMPREHENSIVE CANCER NETWORK IN FLORIDA.</p> <p>DOCTORS EXPECT HOSPITALS NATIONWIDE TO ADOPT THEM STARTING IMMEDIATELY.</p>
<p> Share it! Suggested tweet:</p>	<p>An alarming number of patients still smoke after being diagnosed with cancer. See what doctors are doing to help bit.ly/1F99mOW</p>
<p> Suggested post:</p>	<p>You might think being diagnosed with cancer would be enough to make someone stop smoking, but surprisingly that's not always the case. Doctors say an alarming number of cancer patients still smoke and they're taking steps to change that. New national guidelines are now in place designed to help patients kick the habit while battling cancer. Details: http://bit.ly/1F99mOW</p>
	<p>Extra Bites</p>
<p>CG: Dr. Peter Shields Ohio State's James Cancer Hospital & Solove Research Institute</p>	<p><i>Dr. Shields talks about the impact of smoking on cancer treatments -</i> "Smoking among cancer patients is a problem. It makes for a worse prognosis, it increases side effects, it can interfere with some of the chemotherapy drugs that we give."</p>
<p>CG: Dr. Peter Shields Ohio State's James Cancer Hospital & Solove Research Institute</p>	<p><i>Dr. Shields talks about a smoker's risk of a second cancer -</i> "Patients who get cancer are at a higher risk for later cancers, so we realized that we really needed to do something better than what we</p>

	<p>were already doing for smoking among cancer patients.”</p> <p><i>Dr. Shields talks about charting a patient's progress in their medical chart -</i> “It sounds pretty obvious that the medical records should include the smoking history. But in fact, in cancer patients when you have so many things going on the whole smoking cessation aspect kind of gets lower priority and that’s why the NCCN decided to do these guidelines to say it’s not a low priority, it’s important.”</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://osuwmc.multimedianeewsroom.tv</p>

**Multimedia elements of this story are being embargoed until the guidelines are formally presented at the National Comprehensive Cancer Network’s annual conference, Friday March 13, 2015 at 4 PM.*

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